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TvSCAN

Anne Braunscheidel - 3/20/12 11:35 AM

Broadcast Order/Confirmation

Washington DC (HAGRSTWN) - NOVFEb Nielsen

Buyer Anne Braunscheidel
Client Restore Our Future, Inc.

Order Number 650
Campaign EST 650
Flight Flight 1 03/21/12-03/26/12

Station WTTG
Address

Justin
Volta

Agency Mentzer Media
Address 600 Fairmount Avenue
STE 306
Towson MD
21286

WTTG-FOX

Time Period

Rate

Run Dates

Len

Sp

Mo

Tu

We

Th

Fr

Sa

Su

RTG

CPP

DMA P 35+

FOX MRN NWS 6 We-Fr 6:30a-7:00a	\$900	Mar21-Mar23	:30	3	-	-	1	1	1	-	-	2	\$450.00
FOX MORN NWS We-Fr 7:00a-8:00a	\$1,000	Mar21-Mar23	:30	1	-	-	1	-	-	-	-	2	\$500.00
FOX5 NWS AT 6P We-Fr 6:00p-6:30p	\$800	Mar21-Mar23	:30	3	-	-	1	1	1	-	-	2	\$400.00
FOX5 NWS-TEN We-Su 10:00p-10:30p	\$4,000	Mar21-Mar25	:30	5	-	-	1	1	1	1	1	5	\$800.00
FOX5 NWS AT 6P Sa-Su 6:00p-6:30p	\$450	Mar24-Mar25	:30	1	-	-	-	-	-	1	-	6	\$75.00
FOX MRN NWS 6 Mon 6:30a-7:00a	\$800	Mar26-Mar26	:30	1	1	-	-	-	-	-	-	2	\$400.00
FOX MORN NWS Mon 7:00a-8:00a	\$1,000	Mar26-Mar26	:30	1	1	-	-	-	-	-	-	2	\$500.00
FOX5 NWS AT 6P Mon 6:00p-6:30p	\$900	Mar26-Mar26	:30	1	1	-	-	-	-	-	-	2	\$450.00
FOX5 NWS-TEN Mon 10:00p-10:30p	\$4,000	Mar26-Mar26	:30	1	1	-	-	-	-	-	-	5	\$800.00

WTTG Totals \$33,250

17

Reach / Frequency

56
26.7 2.1

Monthly Mar 2012 Apr 2012
Gross Cost \$26,550.00 \$8,700.00

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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